

Community Attitude and Interest Citizen Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Round Rock conducted a Community Attitude and Interest Citizen Survey during July and August of 2006 to gather citizen input to help determine indoor recreation and sports needs for the community. The survey was designed to obtain statistically valid results from households throughout the City of Round Rock. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Round Rock officials, as well as members of the Ballard*King and Associates project team, in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In July 2006 surveys were mailed to a random sample of 2,000 households in the City of Round Rock. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone, either to encourage completion of the mailed survey or to administer the survey by phone.

The goal was to obtain a total of at least 400 completed surveys. This goal was accomplished, with a total of 420 surveys having been completed. The results of the random sample of 420 households have a 95% level of confidence with a precision of at least +/-4.8%.

The following pages summarize major survey findings:

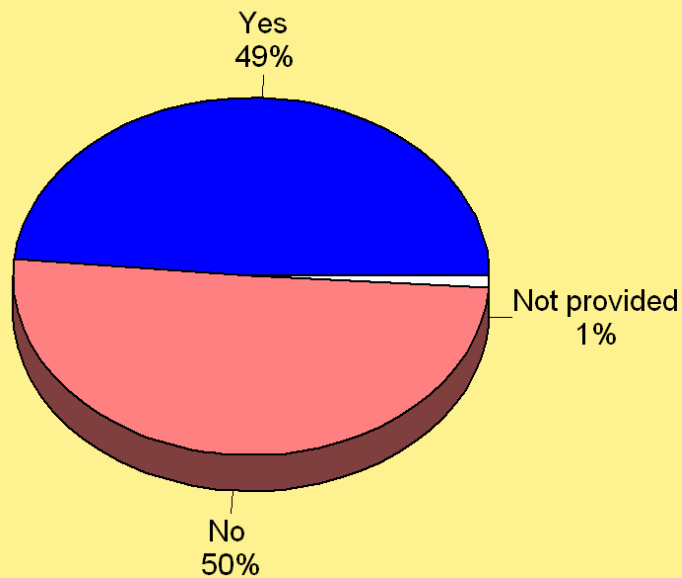
Current Use of Indoor Facilities

Respondents were asked if they or other members of their household are currently using any indoor recreation, sports, fitness, meeting space or aquatic facilities. The following summarizes key findings:

- **Forty-nine percent (49%) of respondent households are currently using indoor recreation, sports, fitness, meeting space or aquatic facilities.**

Q2. Are Respondent Households Currently Using Any Indoor Recreation, Sports, Fitness, Meeting Space or Aquatic Facilities

by percentage of respondents

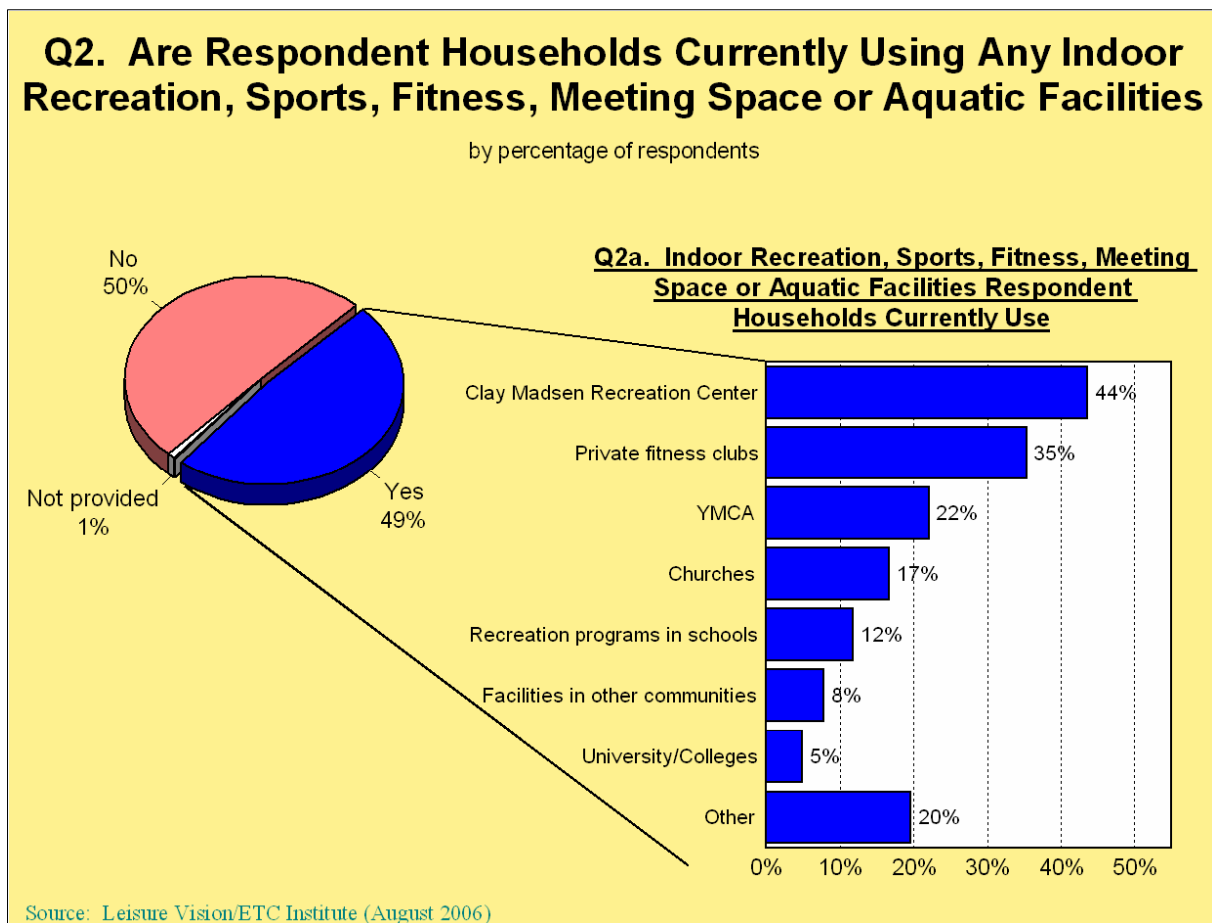


Source: Leisure Vision/ETC Institute (August 2006)

Indoor Facilities Respondent Households Currently Use

From a list of seven options, respondent households that are currently using indoor recreation, sports, fitness, meeting space or aquatic facilities were asked to indicate all of the ones they currently use. The following summarizes key findings:

- **Of the 49% of respondent households that are currently indoor facilities, the City Madsen Recreation Center (44%) is the facility currently being used by the highest percentage of respondent households.** The other indoor facilities being used by the highest percentage of respondent households include: private fitness clubs (35%), YMCA (22%), and churches (17%).



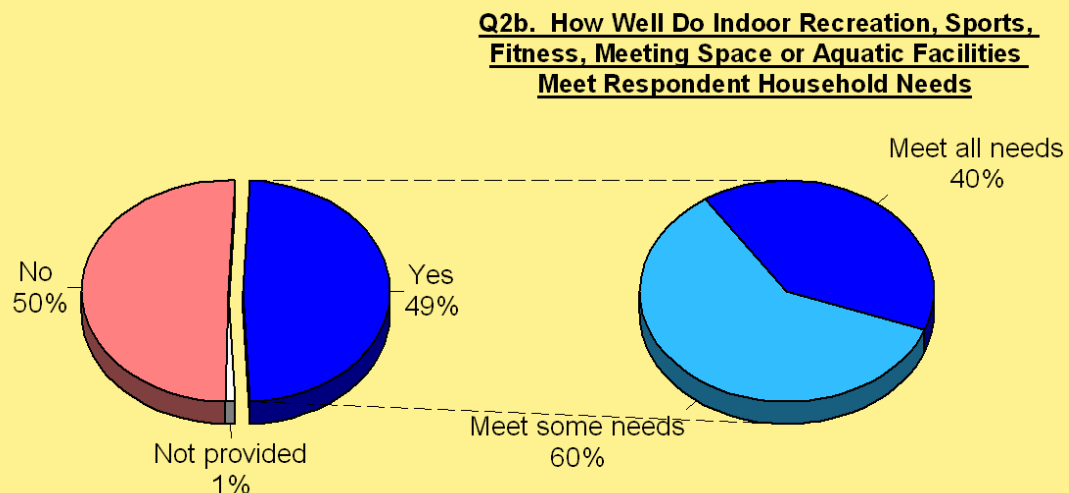
How Well Indoor Facilities Meet the Needs of Respondent Households

From a list of three options, respondent households that are currently using indoor recreation, sports, fitness, meeting space or aquatic facilities were asked to indicate how well the facilities they are using meet their needs. The following summarizes key findings:

- **Of the 49% of respondent households that are currently using indoor facilities, 60% indicated the facilities they are currently using meet some of their needs.** The other 40% of respondents indicated that the indoor facilities they are currently using meet all of their needs.

Q2. Are Respondent Households Currently Using Any Indoor Recreation, Sports, Fitness, Meeting Space or Aquatic Facilities

by percentage of respondents

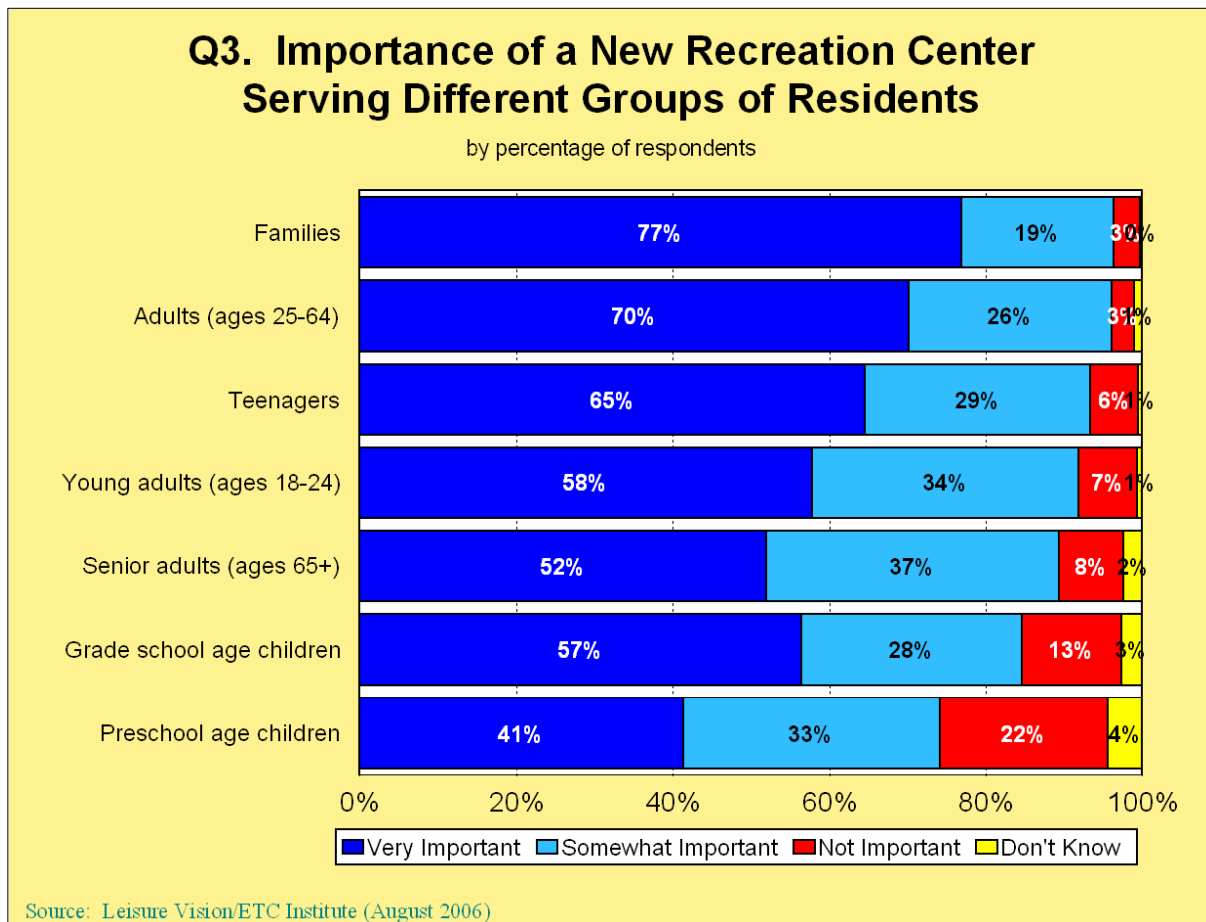


Source: Leisure Vision/ETC Institute (August 2006)

Importance of a Recreation Center Serving Various Groups of Residents

From a list of seven different groups of residents, respondents were asked to indicate how important it is for a new recreation center to serve each group. The following summarizes key findings:

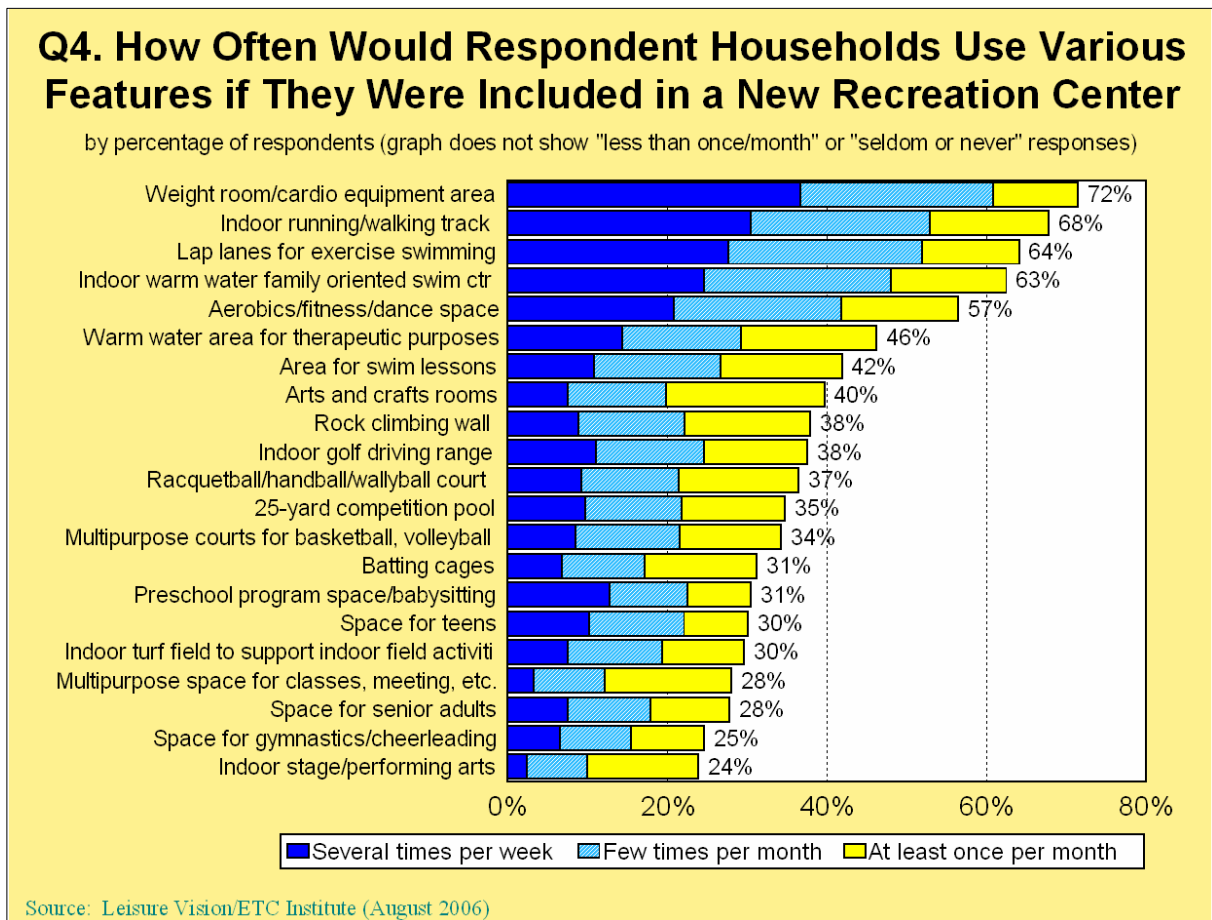
- **Three of the seven groups of residents had over 60% of respondents indicate that it's very important for a new recreation center to serve them.** This includes: families (77%), adults ages 25-64 (70%), and teenagers (65%). It should also be noted that for all seven groups of residents, over 70% of respondents feel that it is either very important or somewhat important for a new recreation center to serve them.



Frequency of Use of Potential Features

From a list of 21 features that could be incorporated into the design of a new recreation center, respondents were asked to indicate how often they and members of their household would use each one. The following summarizes key findings:

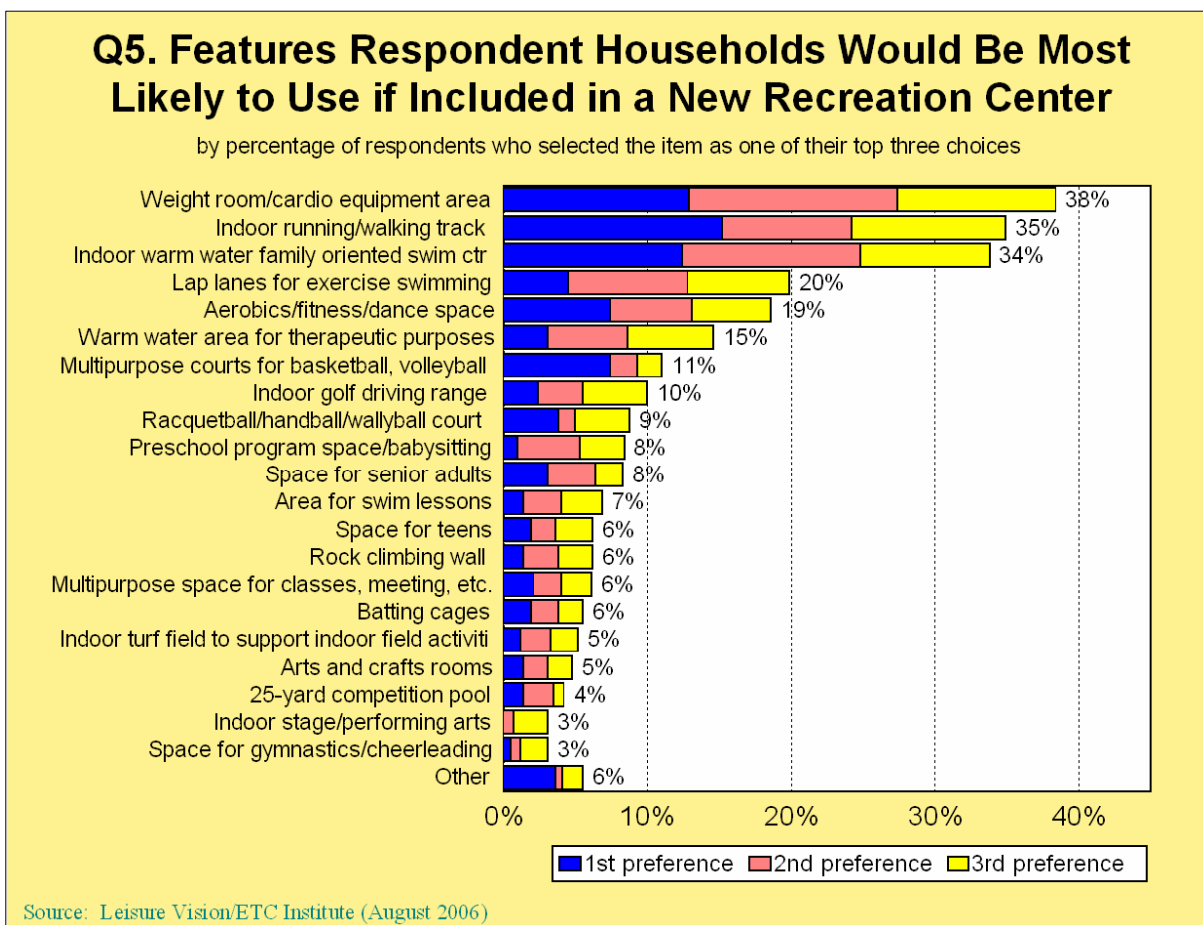
- There are five features that over 50% of respondents would use at least once per month: weight room/cardiovascular equipment area (72%), indoor running/walking track (68%), lap lanes for exercise swimming (64%), indoor warm water family oriented swimming center (63%), and aerobics/fitness/dance space (57%). It should also be noted that a weight room/cardiovascular equipment area is the feature that the highest percentage of respondent households would use several times per week.



Features Respondent Households Would Be Most Likely to Use

From a list of 21 features that could be incorporated into the design of a new recreation center, respondents were asked to select the three that they and members of their household would be most likely to use. The following summarizes key findings:

- **Based on the sum of their top three choices, the features that respondent households would be most likely to use include: weight room/cardiovascular equipment area (38%), indoor running/walking track (35%), and indoor warm water family oriented swimming center (34%).** It should also be noted that an indoor running/walking track had the highest percentage of respondents select it as their first choice as the feature they would be most likely to use.



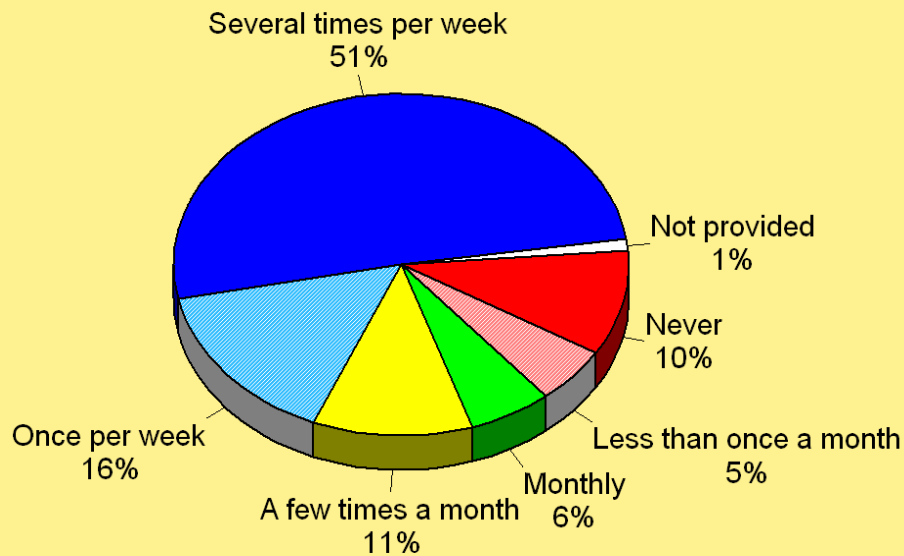
Frequency of Visiting a New Recreation Center

Respondents were asked to indicate how often they and members of their household would visit a new recreation center if it had the recreation, fitness and aquatic features that are most important to their household. The following summarizes key findings:

- **Eighty-four percent (84%) of respondents indicated they would visit a new recreation center with the features they most prefer at least a once a month.** Fifty-one percent (51%) of respondents would visit the recreation center several times per week. Only 10% of respondents indicated they would never use the recreation center.

Q6. How Often Would Respondent Households Visit a New Recreation Center with the Recreation, Fitness, and Aquatic Features They Most Prefer

by percentage of respondents

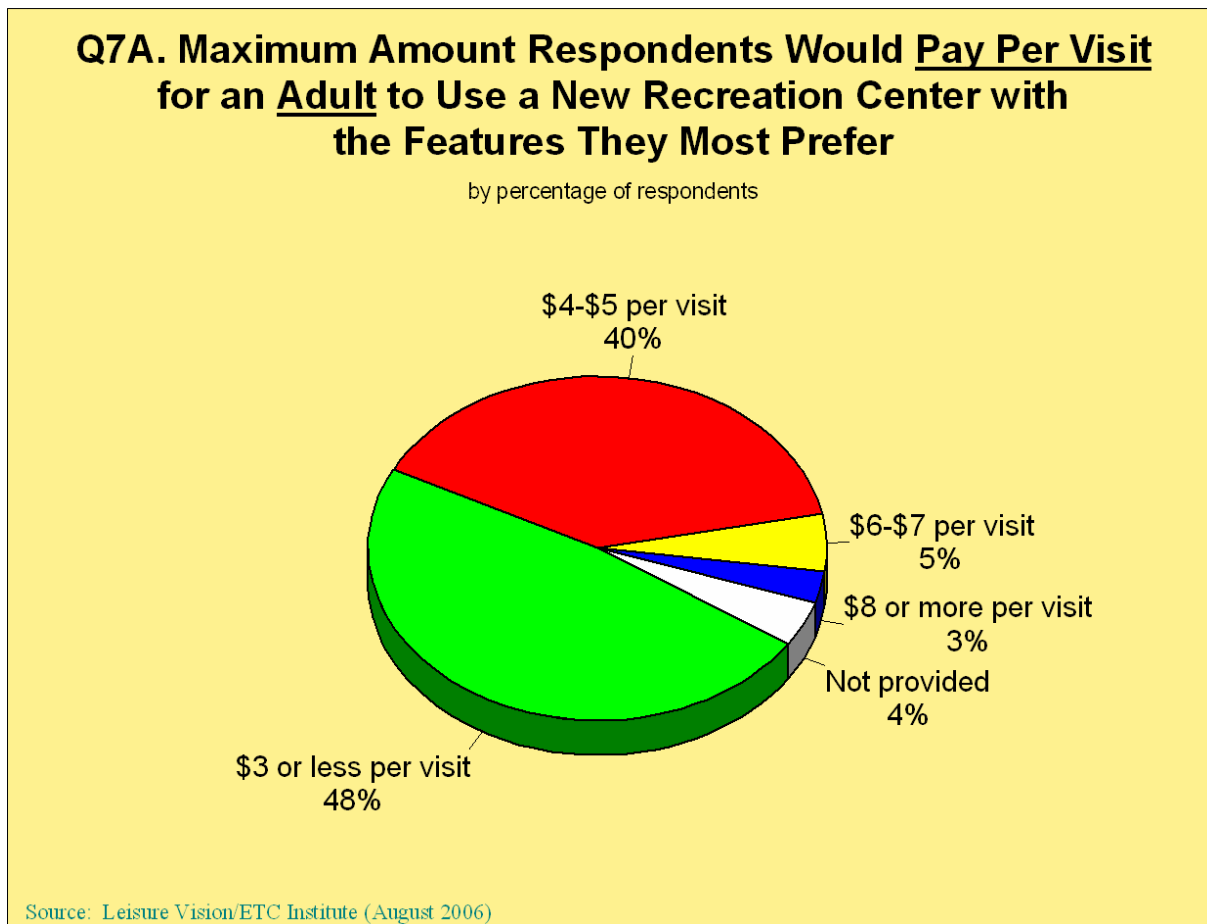


Source: Leisure Vision/ETC Institute (August 2006)

Paying Per Visit for an Adult to Use a New Recreation Center

Respondents were asked to indicate the maximum amount they would be willing to pay per visit for an adult to use a new recreation center if it had the recreation, fitness, and aquatic features that are most important to their household. The following summarizes key findings:

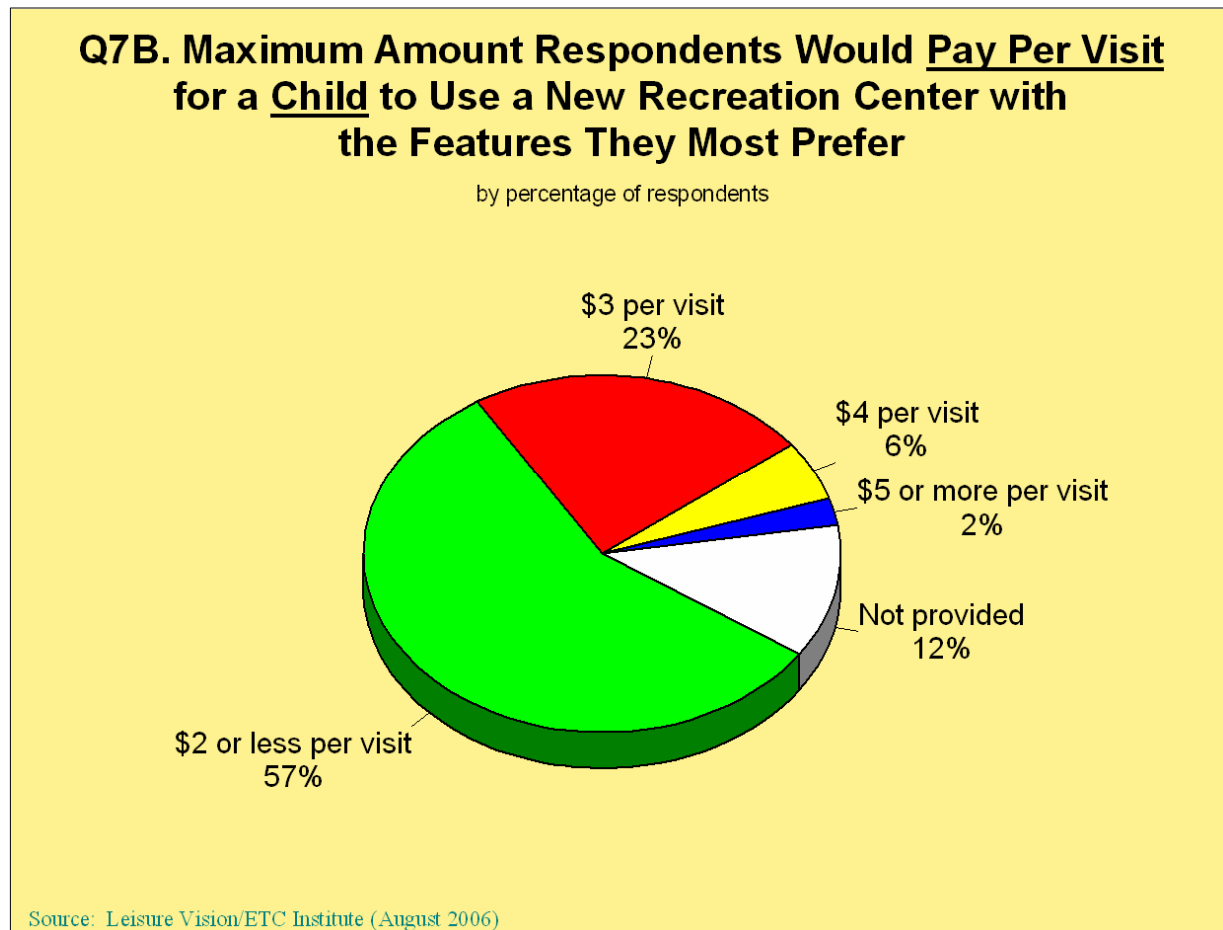
- **Forty-eight percent (48%) of respondents would pay at least \$4 per visit for an adult to use a new recreation center with the features they most prefer.**



Paying Per Visit for a Child to Use a New Recreation Center

Respondents were asked to indicate the maximum amount they would be willing to pay per visit for a child to use a new recreation center if it had the recreation, fitness, and aquatic features that are most important to their household. The following summarizes key findings:

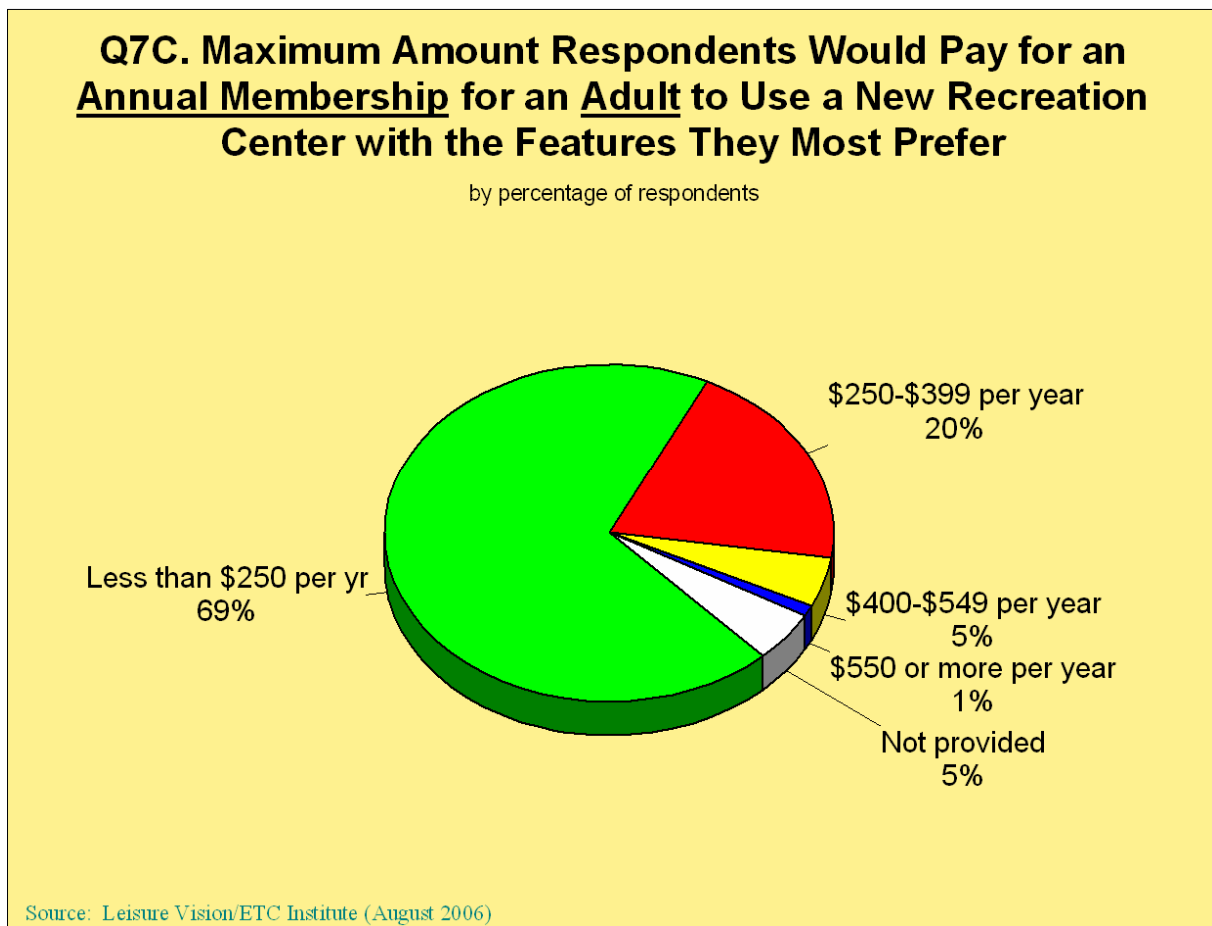
- **Thirty-one percent (31%) of respondents would pay at least \$3 per visit for a child to use a new recreation center with the features they most prefer.**



Paying with an Annual Membership for an Adult to Use a New Recreation Center

Respondents were asked to indicate the maximum amount they would be willing to pay for an annual membership for an adult to use a new recreation center if it had the recreation, fitness, and aquatic features that are most important to their household. The following summarizes key findings:

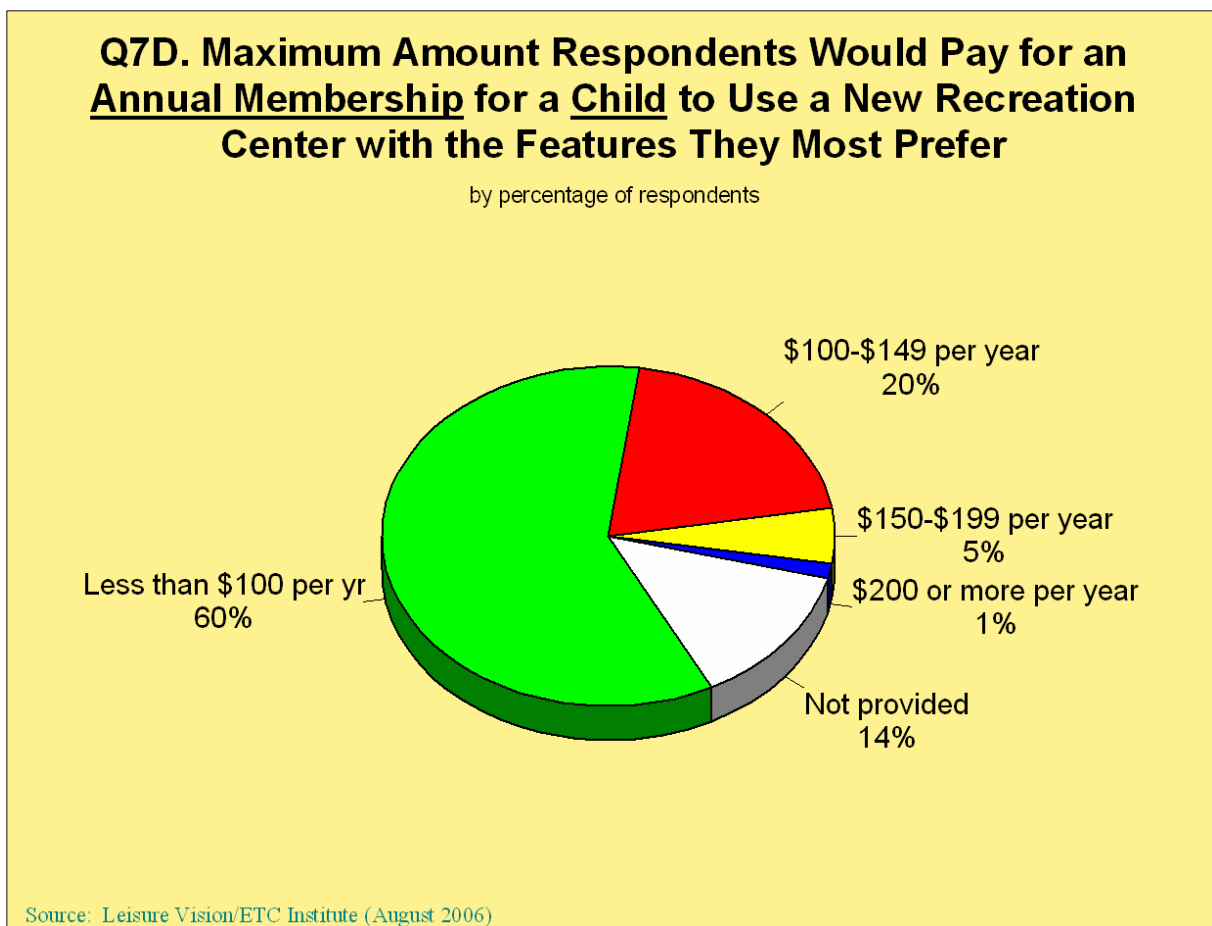
- **Twenty-six percent (26%) of respondents would pay at least \$250 per year for an annual membership for an adult to use a new recreation center with the features they most prefer.**



Paying with an Annual Membership for a Child to Use a New Recreation Center

Respondents were asked to indicate the maximum amount they would be willing to pay for an annual membership for a child to use a new recreation center if it had the recreation, fitness, and aquatic features that are most important to their household. The following summarizes key findings:

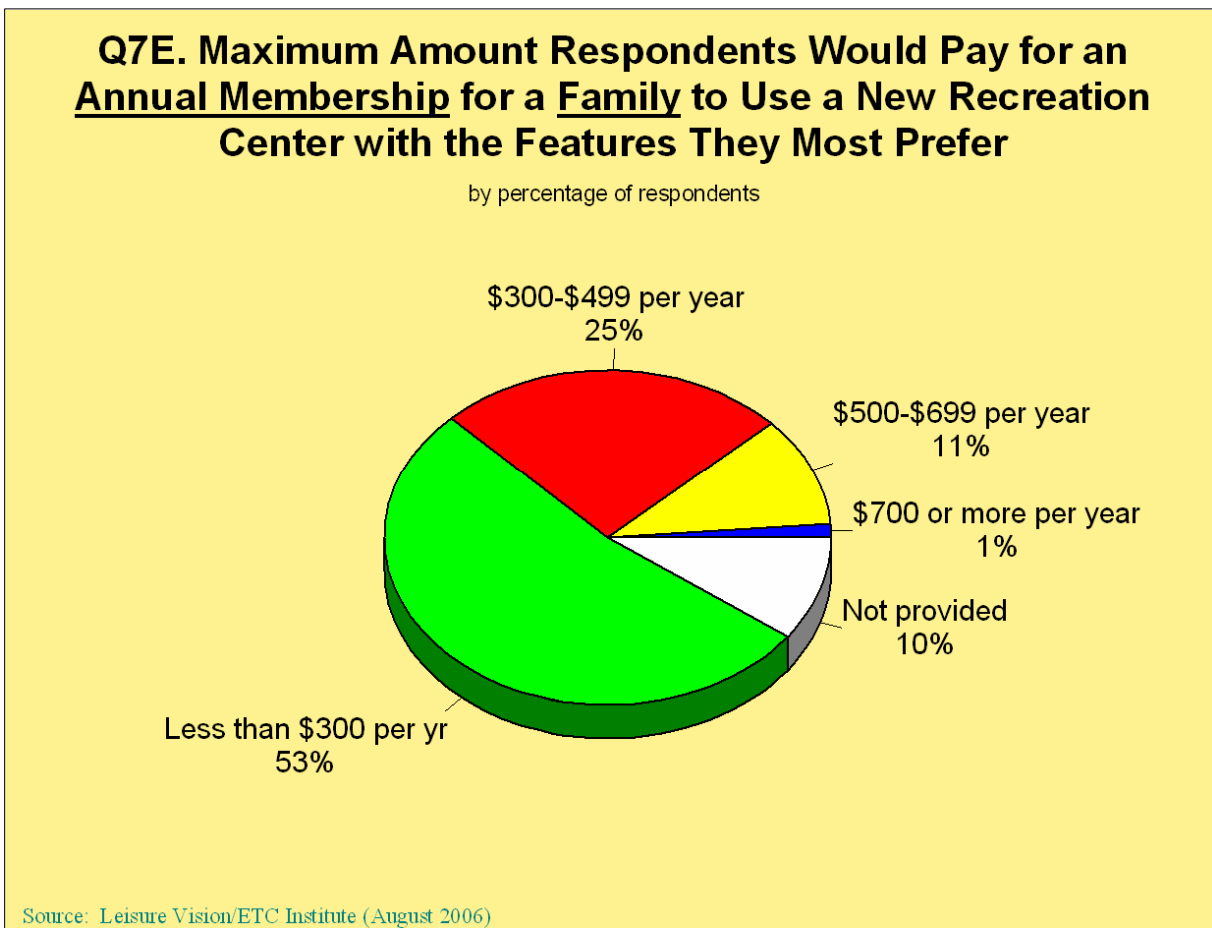
- **Twenty-six percent (26%) of respondents would pay at least \$100 per year for an annual membership for a child to use a new recreation center with the features they most prefer.**



Paying with an Annual Membership for a Family to Use a New Recreation Center

Respondents were asked to indicate the maximum amount they would be willing to pay for an annual membership for a family to use a new recreation center if it had the recreation, fitness, and aquatic features that are most important to their household. The following summarizes key findings:

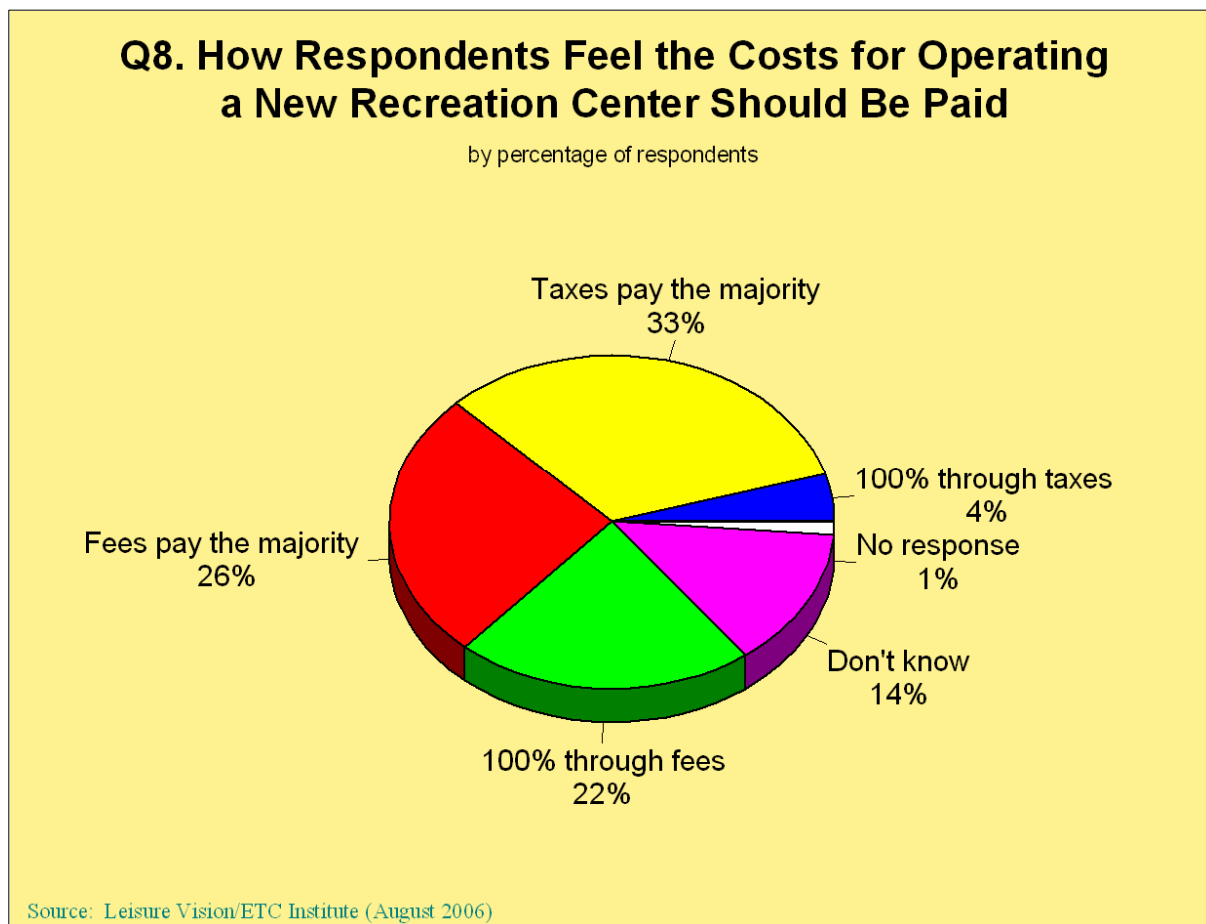
- **Thirty-seven percent (37%) of respondents would pay at least \$300 per year for an annual membership for a family to use a new recreation center with the features they most prefer.**



Costs for Operating a New Recreation Center

From a list of five statements, respondents were asked to select the one that best describes how the cost for operating a new recreation center should be paid. The following summarizes key findings:

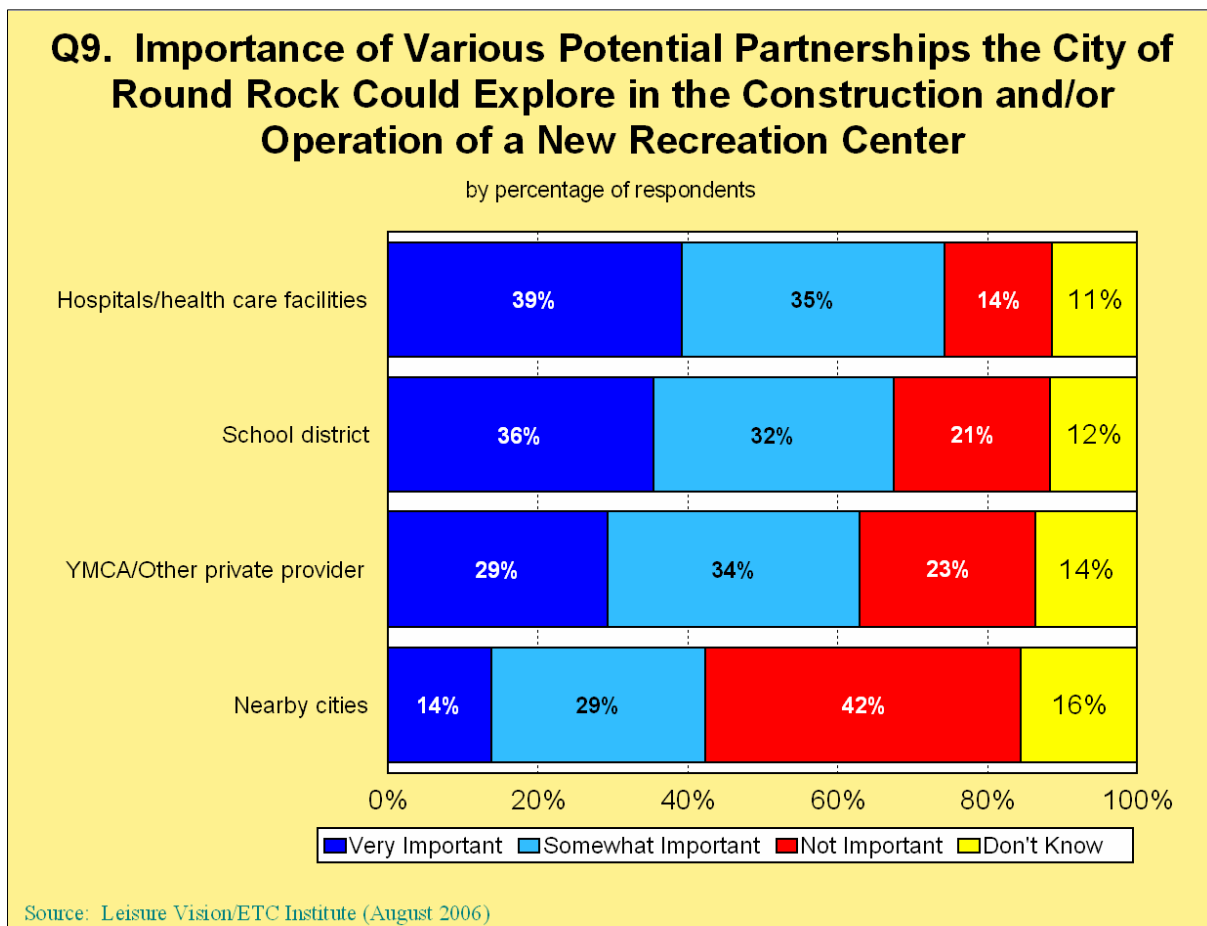
- **“Taxes should pay the majority” (33%) and “user fees should pay the majority” (26%) are the ways the highest percentage of respondents feel the cost of operating a new recreation center should be paid.** Therefore, 59% of the respondents indicated a combination of taxes and user fees as the best way for operating costs to be paid. In addition, 22% of respondents feel that user fees should pay 100% of the cost and 4% feel that taxes should pay 100% of the cost.



Importance of Potential Partnerships in Constructing and/or Operating a New Recreation Center

From a list of four potential partners, respondents were asked to indicate how important it is for the City of Round Rock to explore a partnership with each one in the construction and/or operation of a new recreation center. The following summarizes key findings:

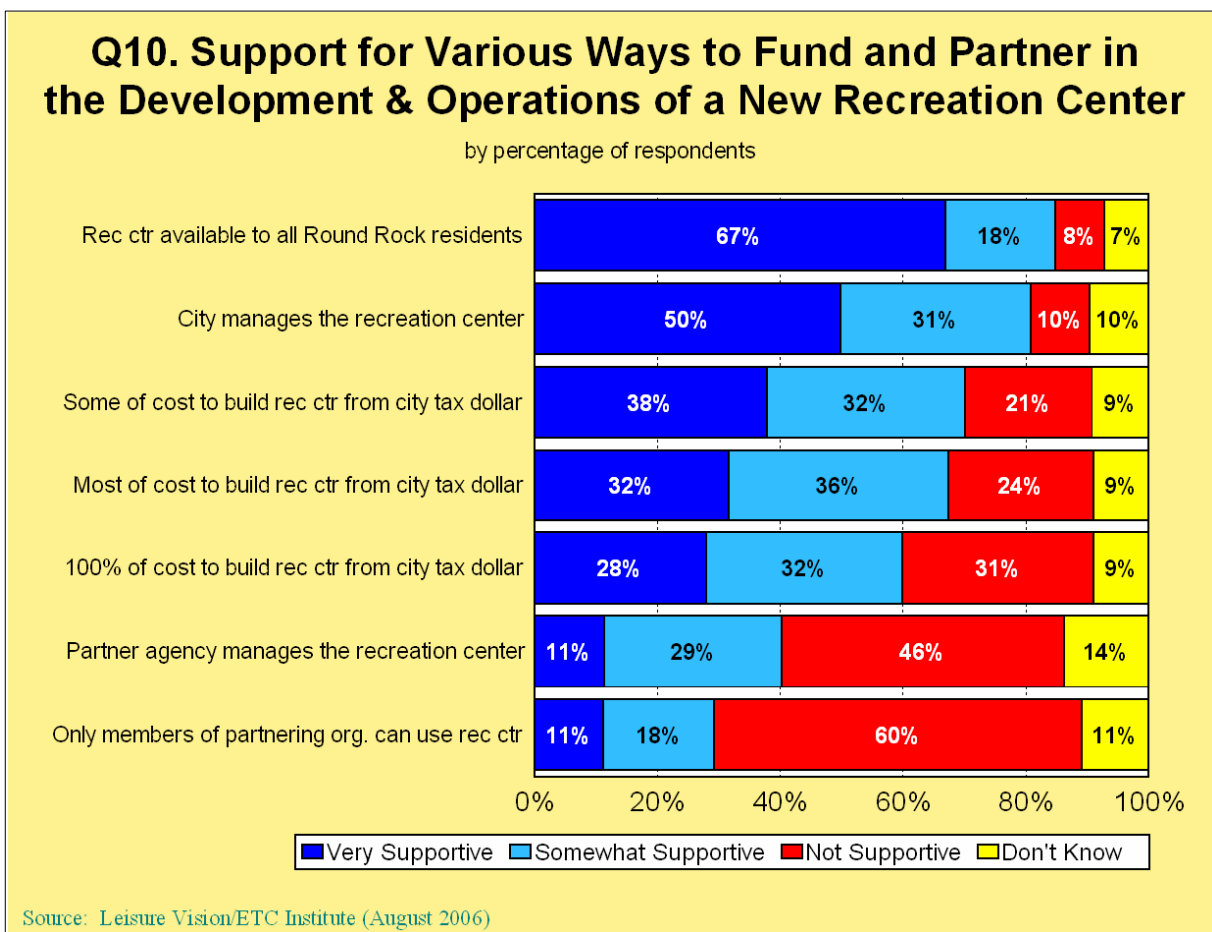
- **Seventy-four percent (74%) of respondents feel it is either very important or somewhat important for the City of Round Rock to explore a partnership with hospitals/health care facilities.** In addition, 68% feel it's either very important or somewhat important to explore a partnership with the school district, and 63% feel it's either very important or somewhat important to explore a partnership with YMCA/other private providers.



Support for Ways to Fund and Partner in Developing and Operating a New Recreation Center

From a list of seven ways the City of Round Rock could fund and partner in the development and operations of a new recreation center, respondents were asked to rate their level of support for each one. The following summarizes key findings:

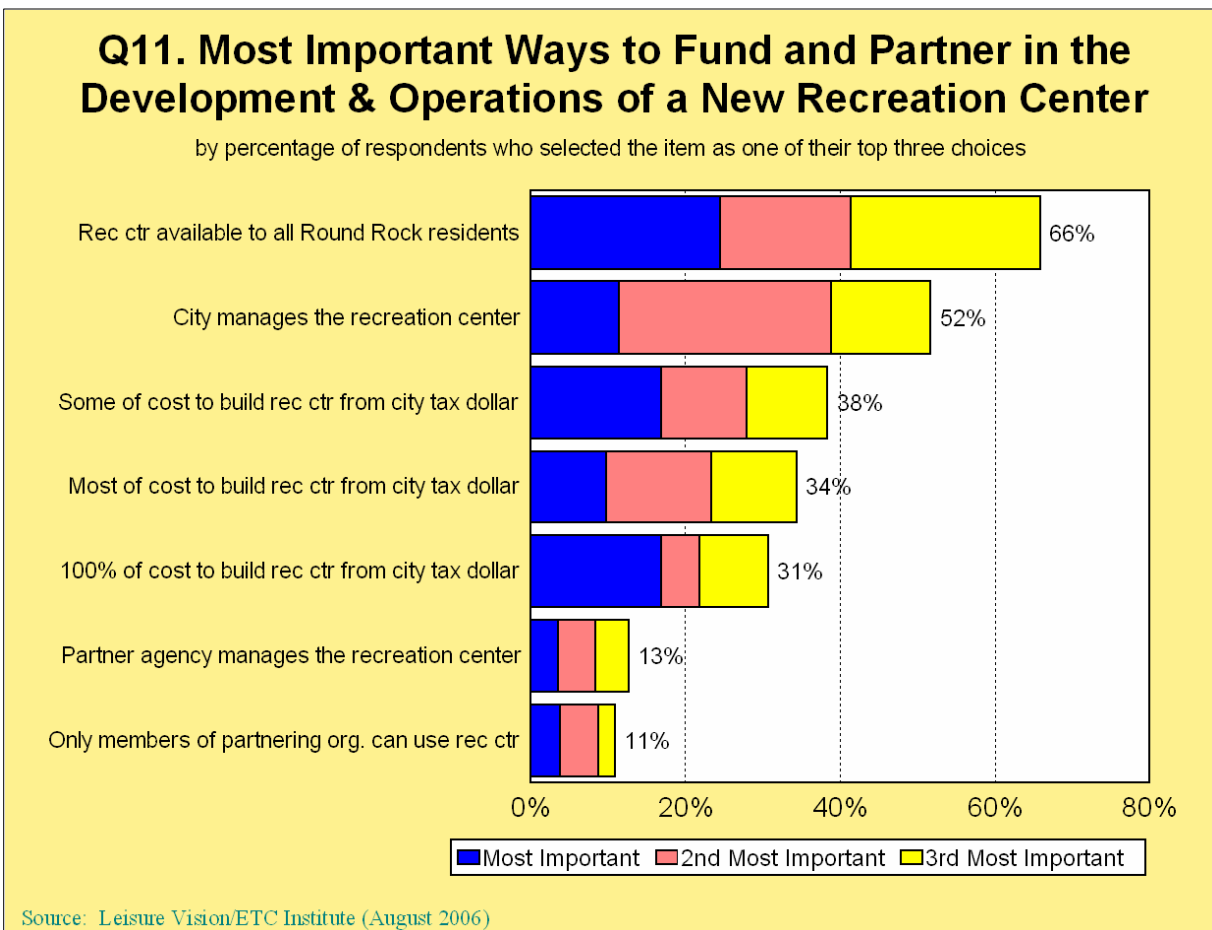
- **There are two ways that at least 50% of respondents are very supportive of funding and partnering in the development and operations of a new recreation center: “having the recreation center available to all Round Rock residents” (67%) and “the City of Round Rock managing the recreation center” (50%).** It should also be noted that there are five ways that at least 60% of respondents are either very supportive or somewhat supportive of funding and partnering in the development and operations of a new recreation center.



Most Important Ways to Fund and Partner in Developing and Operating a New Recreation Center

From a list of seven ways the City of Round Rock could fund and partner in the development and operations of a new recreation center, respondents were asked to select the three ways they feel are most important. The following summarizes key findings:

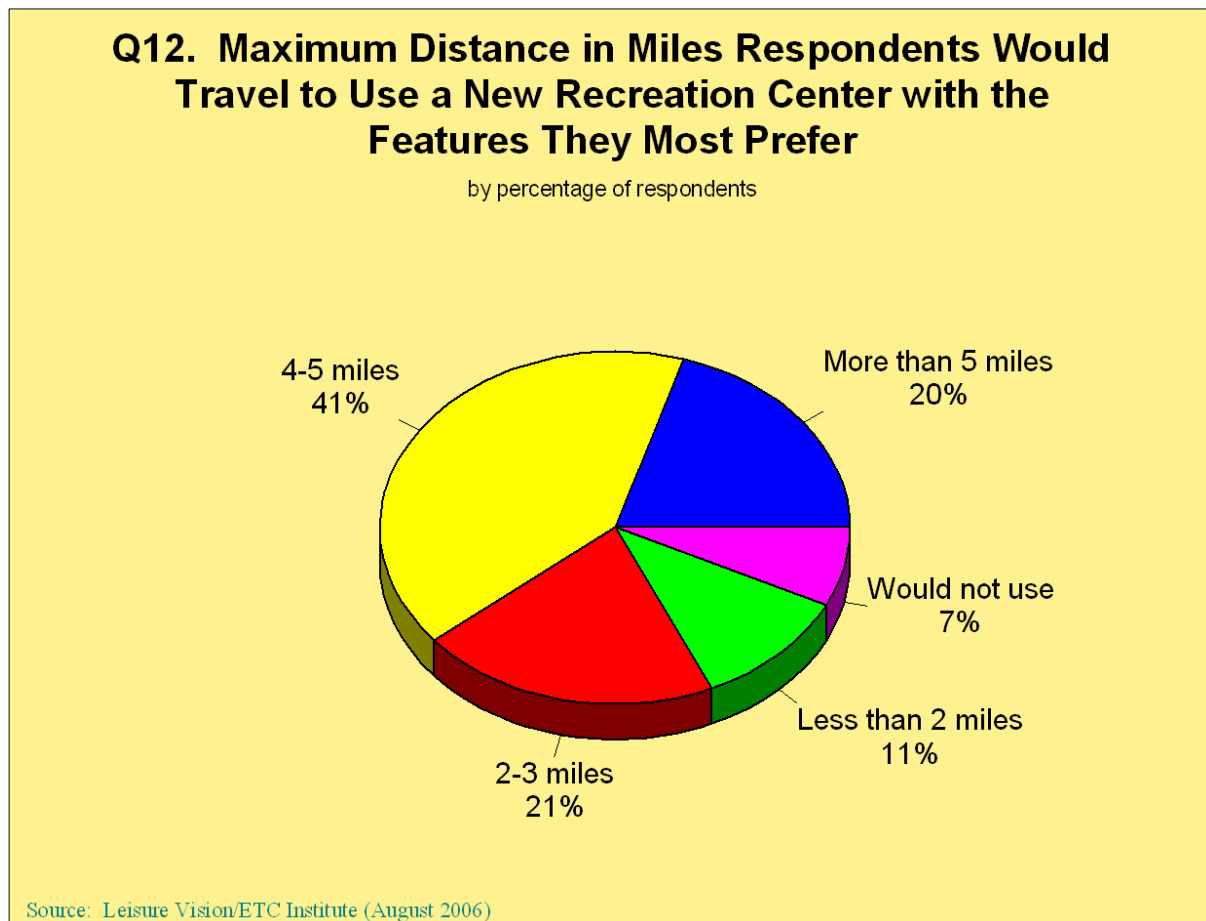
- **Based on the sum of their top three choices, “having the recreation center available to all Round Rock residents” (66%) and “the City of Round Rock managing the recreation center” (52%) are the ways respondents feel it’s most important to fund and partner in the development and operations of a new recreation center.** It should also be noted that “having the recreation center available to all Round Rock residents” had the highest percentage of respondents select it as their first choice as the most important way to fund and partner in the development and operations of a new recreation center.



Distance in Miles Willing to Travel to Use a New Recreation Center

From a list of four options, respondents were asked to indicate the maximum distance in miles they are willing to travel to use a new recreation center with the recreation, fitness, sports and aquatic features that are most important to their household. The following summarizes key findings:

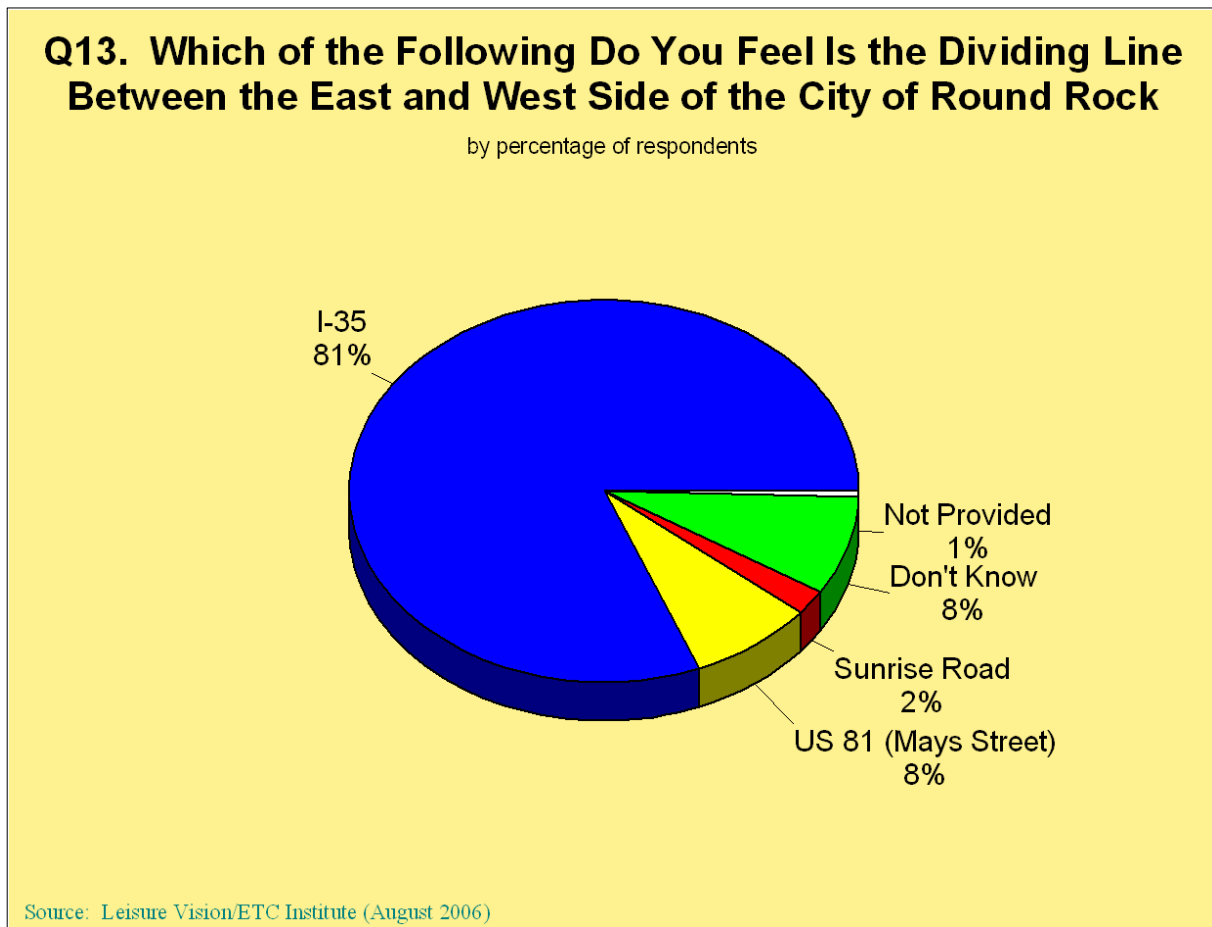
- **Eighty-one percent (81%) of respondents indicated they would travel at least 2 miles to use a new recreation center if it had the features that are most important to their household. Only 7% of respondents indicated they would not use the recreation center.**



Dividing Line Between the East and West Side of the City of Round Rock

From a list of three options, respondents were asked to indicate which one they feel is the dividing line between the east and west side of the City of Round Rock. The following summarizes key findings:

- **Eighty-one percent (81%) of respondents feel that I-35 is the dividing line between the east and west side of Round Rock.**



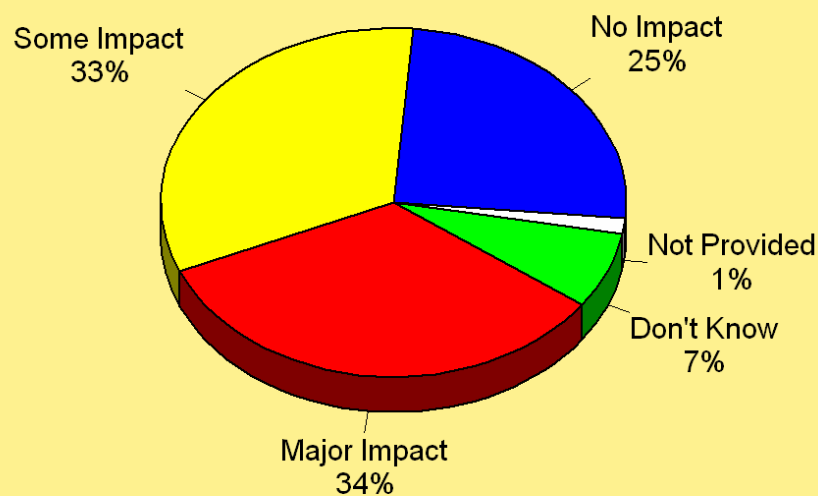
Impact of the Location of a New Recreation Center

From a list of three options, respondents were asked if a new recreation center with the features they most prefer were built on the opposite side of I-35 from where they live, how much would it impact how much they would use the center. The following summarizes key findings:

- **Thirty-four percent (34%) of respondents indicated that building a new recreation center on the opposite of I-35 would have a major impact on the how much they would use the center.** In addition, 33% of respondents indicated it would have some impact, and 25% indicated it would have no impact.

Q14. If a New Recreation Center with the Most Important Features Were Built on the Opposite Side of I-35, How Much Would it Impact How Much Respondents Use the Center

by percentage of respondents

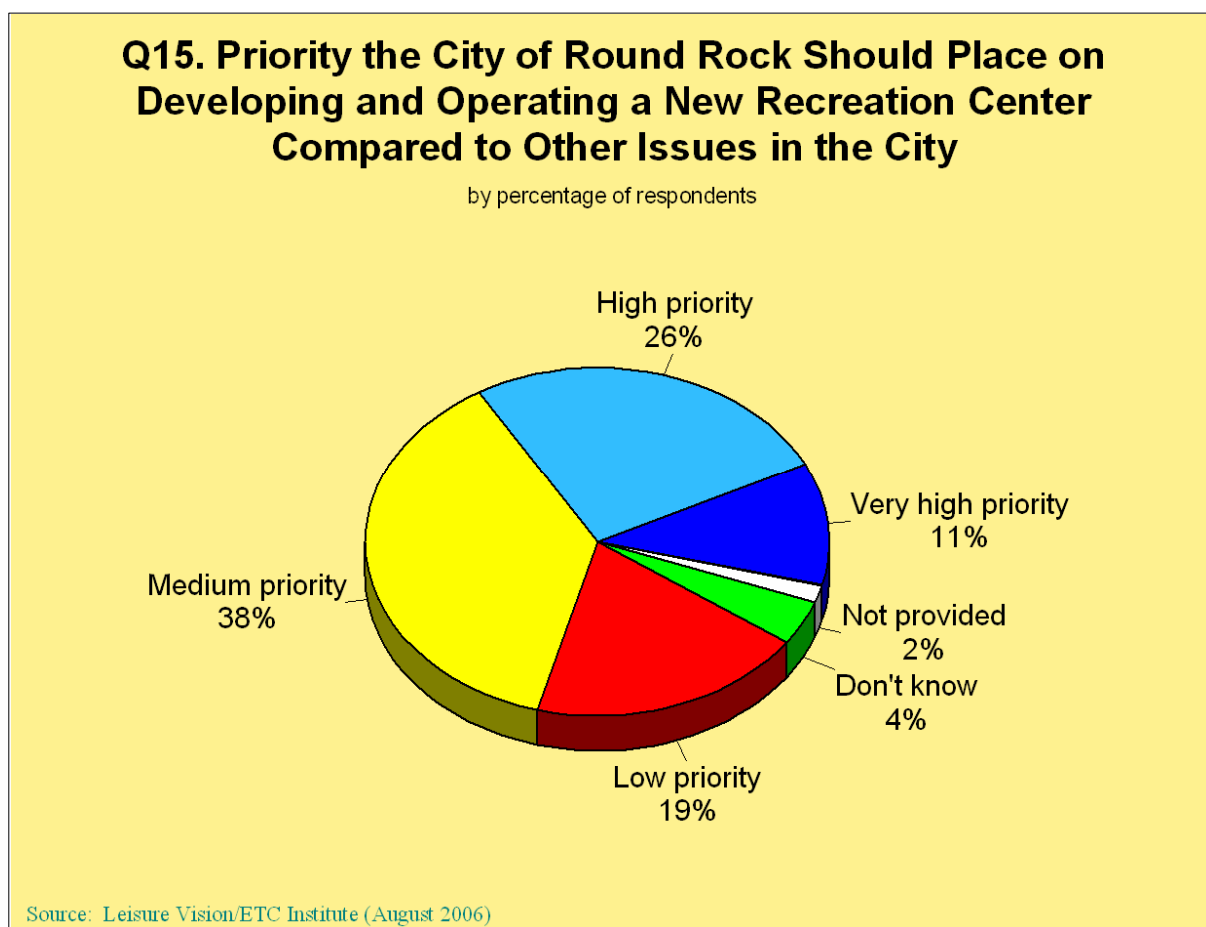


Source: Leisure Vision/ETC Institute (August 2006)

Priority That Should Be Placed on a New Recreation Center Compared to Other Issues in the City of Round Rock

Respondents were asked to indicate how high of a priority the City of Round Rock should place on developing and operating a new recreation center compared to other issues in the City. The following summarizes key findings:

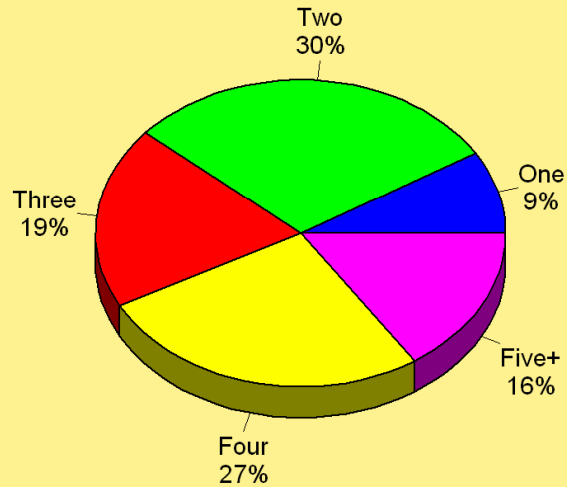
- **Seventy-five percent (75%) of respondents indicated that the City of Round Rock should place at least a medium priority on the development and operations of a new recreation center compared to other issues in the City.** In addition, 19% of respondents indicated that developing a new recreation center should be a low priority, and 4% indicated “don’t know”.



Demographics

Q1. Demographics: Number of People in Household

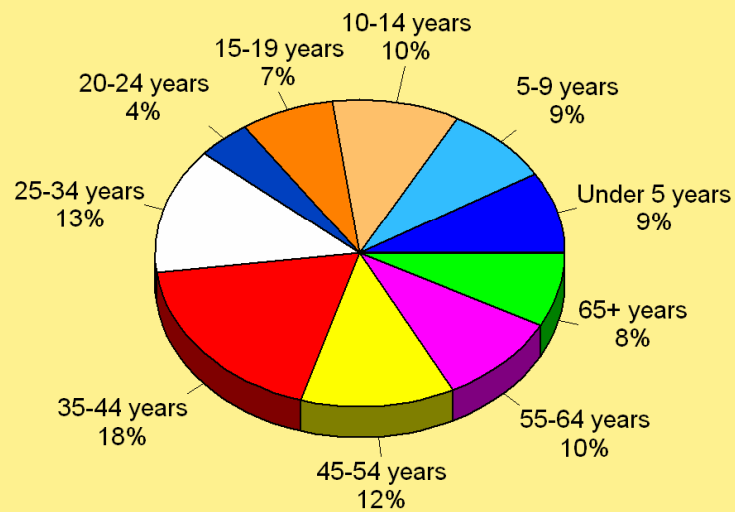
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2006)

Q16. Demographics: Ages of People in Household

by percentage of household occupants

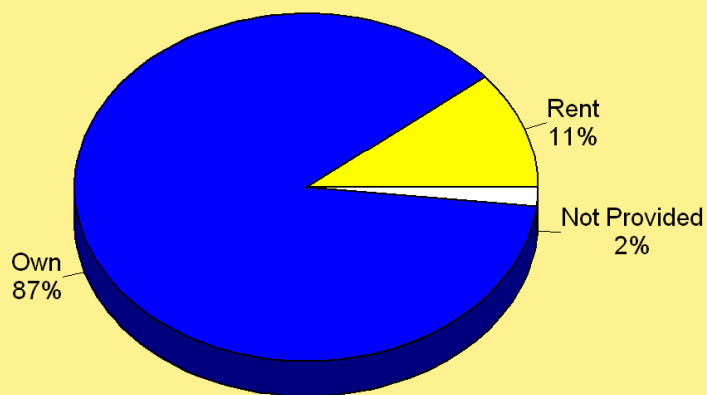


Source: Leisure Vision/ETC Institute (August 2006)

Demographics (Continued)

Q17. Demographics: Do Respondents Rent or Own Their Residence

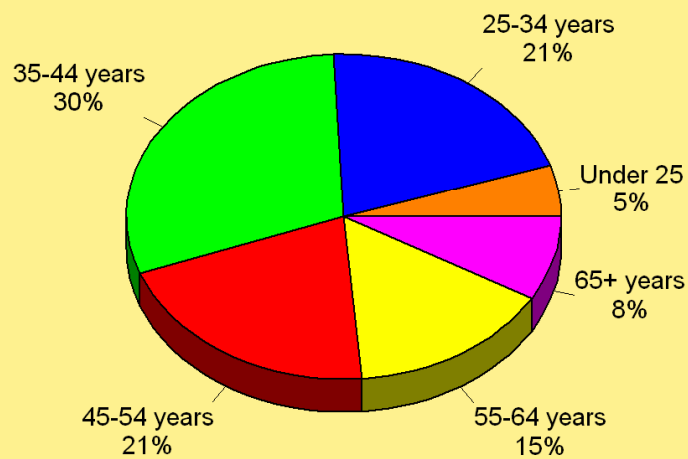
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2006)

Q18. Demographics: Age of Respondents

by percentage of respondents

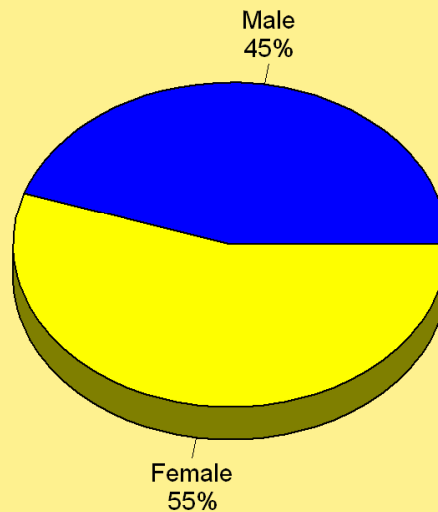


Source: Leisure Vision/ETC Institute (August 2006)

Demographics (Continued)

Q19. Demographics: Gender

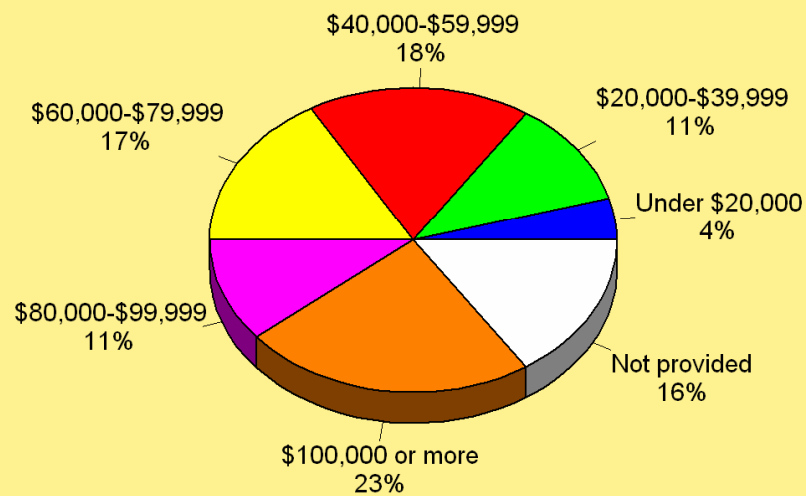
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2006)

Q20. Demographics: Total Annual Household Income

by percentage of respondents

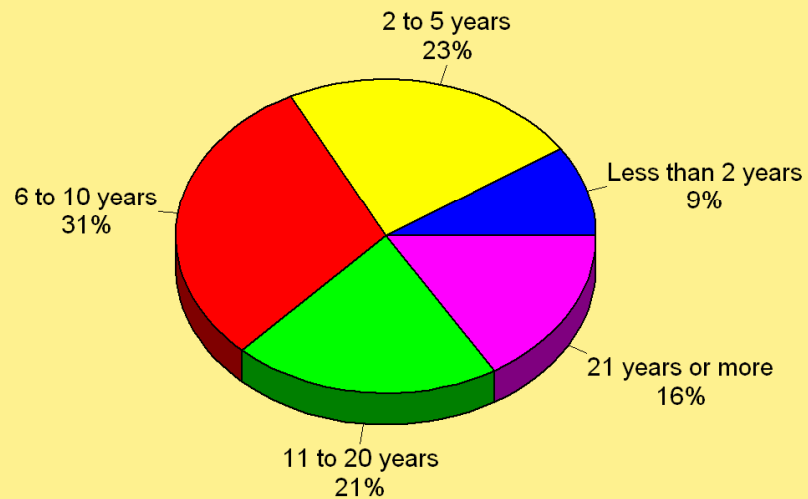


Source: Leisure Vision/ETC Institute (August 2006)

Demographics (Continued)

Q21. Demographics: Number of Years Lived in the City of Round Rock

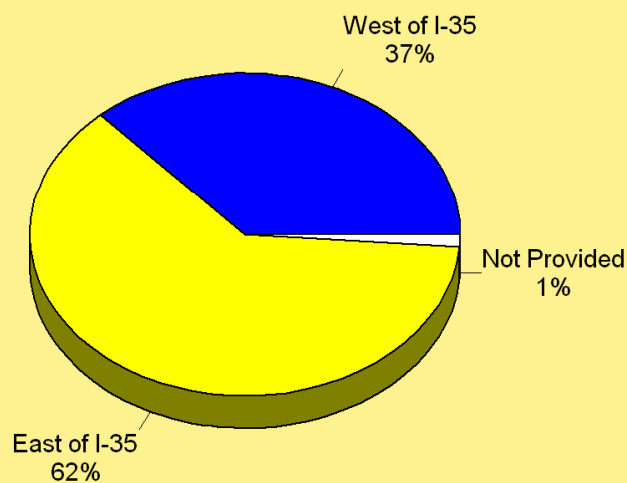
by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2006)

Q23. Demographics: Which Side of I-35 Do Respondents Live

by percentage of respondents



Source: Leisure Vision/ETC Institute (August 2006)